

"ROMAN NIGHTS"

Publix



Opinion

"TICK TOCK"

Vol. 11

Publix Theatres Corporation, Paramount Building, New York Week of March 5th, 1928.

No. 15

ASSITER TEAM COLLEGE STARS BROKE RECORDS

"Roman Nights" Dancers Discovered by Famous Star

From theatre usher and doorman, respectively, to a featured spot in a big Broadway production as the gap bridged within the pace of a year by Warren and Franc Lassiter, brothers, whose Roman sailor dance is one of the big hits in John Murray Anderson's "Roman Nights," this week's stage attraction at the..... theatre.

Both boys are graduates of the Oregon Agricultural School and for years were known throughout the Middle and Far West for their athletic prowess. They starred at college in football, track and swimming, in addition to being the "spark plugs" of the Oregon Aggies Glee Club. At some time or other during the last eight years one or the other has held the diving Championships of the Middle West and the South as well as the Oregon State Championship.

About two years ago Warren went to San Francisco and, imbued with the desire of learning the theatre business, got a job as doorman at the Orpheum Theatre. A few months later he was joined by his brother Franc who donned the uniform of an usher in the same playhouse.

During a back-stage rehearsal one Monday morning, Joseph Howard, vaudeville and musical comedy star, as well as popular song writer, noticed the boys going through a routine of dance steps. These steps were of such an original and difficult nature that Howard lost little time in persuading them that the most interesting part of theatre work was looking at an audience from behind the footlights. He engaged them to appear in his big vaudeville production, "The Song Shop" in which they were a feature for the following nine months. At the conclusion of that act's tour they were signed by John Murray Anderson to appear over the Publix circuit in "The Sampler," in which production they were so successful in winning applause from enthusiastic audiences that Mr. Anderson again chose them for his current revue, "Roman Nights."

Creates Own Routines

Although she has only been doing acrobatic dancing for the past year, Elsa Greenwell, who is one of the bright lights of "Roman Nights," this week at the..... Theatre, is said by critics to be unusually proficient in this form of terpsichore. Miss Greenwell has been appearing in vaudeville and in the leading night clubs of New York. Practically all of the difficult stunts she executes are of her own origin, and in addition to her work on the stage, she practices hours daily developing new trick routines. Before going into acrobatic dancing, Miss Greenwell had attracted attention by her ability as a toe dancer.

DANCE CHAMPS TO TOUR

INAUGURAL QUEEN!



Helen Yorke, charming prima donna with Boris Petroff's Publix stage show, "Tick-Tock," has the distinction of having sung at the openings of five of America's finest theatres. She was soloist for the inaugural performances of the Paramount, New York; Saenger, New Orleans; Metropolitan, Houston; Texas, San Antonio, and the Ambassador, St. Louis.

Photo by Nathan, P. O. Staff Photographer

UNIT SHOW CHANGES Note 'Em and File 'Em

"HAVANA"—WALLY JACKSON will terminate his engagement with this unit at St. Louis. He may go back into the unit after the Chicago engagement. We will advise definitely later regarding this.

"MILADY'S FANS"—BENNY & WESTERN and BOYCE COOMBS open in this unit in Cleveland. HARRY BURNS remains with the unit finishing in Detroit.

"HIGH LIGHTS"—You were advised previously that LEWIS & DODY would join this unit, opening in Seattle—WILLIE SOLAR replaces them opening in Seattle.

"DIXIELAND"—JOE PENNER is out of this unit for Pittsburgh. We will advise later who replaces him.

"TICK TOCK"—FROHMAN & GARY rejoin this show opening in Baltimore.

"RAINBOWS"—LYNDON & FARNAM are out of Rainbows for Kansas City for the one week. We will advise later who replaces them for this week.

"DANCING FEET"—Beginning with the Indianapolis engagement, MARGARET BALL will be replaced by SANDRA RATTI.

PUBLIX WILL PLAY FINAL WINNERS OF NATIONAL CONTEST

Through arrangements just completed by the Home Office Publicity and Production Departments the winners of the National Dancing Championship, which will be conducted throughout the United States during March and April, will make a tour of the Publix Circuit. Preliminary contests will be staged in fifty American cities. In

Whirlwind Dancers In "Roman Nights"

Rita and Teske, sensational whirlwind dancers in John Murray Anderson's latest Publix production, "Roman Nights," form one of the greatest dancing teams that has yet appeared over the Publix circuit. Rita Weary and Charles Teske, to give them their full names, are products of Los Angeles, in which city they both started their stage careers. Teske had been in several West Coast musical productions and a year ago was featured as a solo dancer in "Castles in the Air." Miss Weary, who at that time was appearing in support of Fannie Bryce in "The Music Box Revue," attended a performance of "Castles in the Air" and attracted by Teske's dancing ability, started negotiations that resulted in the formation of their present partnership.

They made their debut as a team in "Lady Be Good," in which they were an immediate success, and duplicated that success with the Duncan Sisters in "Topsy and Eva." Prior to teaming with Teske, Rita had scored an individual hit in "Little Nellie Kelly," "No, No Nannette" and other musical productions.

RUSSELL AND MARCONI TEAMED SEVEN YEARS

Tommy Russell and Ernie Marconi, appearing in John Murray Anderson's Publix stage production, "Roman Nights," have been winning plaudits as a team in musical comedy and vaudeville for the past seven years. Russell is an accomplished violinist and Marconi is considered one of the best accordion players in the country. In addition, however, to their musical rendition of popular numbers, both are comedians whose keen sense of humor makes their act one replete with laughs.

Marconi admits that when he first stepped behind the footlights, he was far from being an artist with the accordion. He was inveigled into the profession, however, by an elder brother and within a short time progressed so rapidly as a musician and accordionist that he and his brother were engaged by Fred Stone to appear in that star's famous stage success, "Jack O' Lantern." Meantime Russell had been winning favor in support of Eva Tanguay and other stars. When the Marconi Brothers dissolved their stage partnership seven years ago, Ernie Marconi and Russell combined as a team.

New York and some other cities these eliminations are now going on. The contest is for the best ballroom dance team and will have as its basis the plain ballroom waltz and fox-trot. The winning teams from the various cities will come to New York where the Grand Finals will be held at Roseland on Tuesday evening, April 10th. The judges will include Fowler and Tamara, celebrated dance team now achieving great success on Broadway; Ned Wayburn, noted producer of Broadway musical productions; John Murray Anderson, producer of Publix stage shows; Allen K. Foster, whose troupes of talented dancers are now appearing in several Publix stage productions; Arthur Murray, Charles Burgess, Managing Director of Roseland, and others not yet announced.

In addition to winning medals and a contract for ten weeks on the Publix Circuit, the ultimate winners will be showered with all manner of presents from commercial organizations which have tied in on the National contest.

A great publicity drive for the event should give it plenty of space nationally with the result that the winners should prove a crackerjack box-office bet for the Publix unit in which they will appear.

Looked Through Harold's Eyes

Manager J. P. Harrison made excellent use of a vacant store in the heart of the business district for a window stunt on Harold Lloyd in "Grandma's Boy" playing at the Publix Victory Theatre, Waco, Tex.

A cut-out head of Lloyd with the eyes carved out was the only object apparently visible from the outside as the window was air brushed with the exception of that portion showing the Lloyd cut-out.

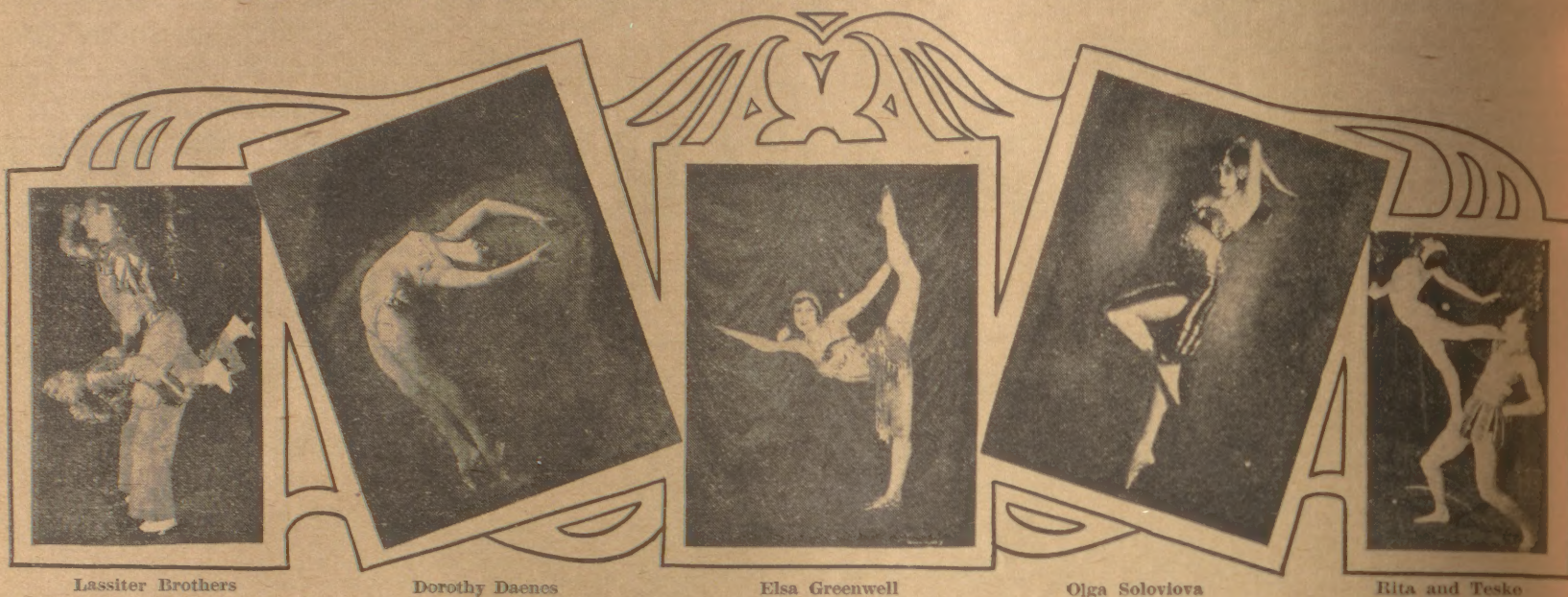
Signs on the outside of window on either side of the cut-out inside read, "Take a Real Look—It's Free" and "Free! Moving Pictures of Harold Lloyd in GRANDMA'S BOY."

By peering into Lloyd's eyes you could see moving stills of Grandma's Boy. Here's how it was done—Taking a large circular piece of beaverboard on which were pivoted four stills from the picture, this disc was made to revolve—producing the moving pictures. By pivoting the stills on disc, they swung straight up and down at any position.

This mechanical display was used in the window four days before play date and then was used as a lobby display during the run of picture.

NEXT WEEK'S OFFICIAL ROUTE LIST

RAMBLING ROUND IN "ROMAN NIGHTS"



Lassiter Brothers

Dorothy Daenes

Elsa Greenwell

Olga Solovlova

Rita and Teske

OPENED WORLD'S BEST THEATRES

Helen Yorke Was Soloist For Five Grand Inaugurals

The distinction of having appeared at the openings of five of America's finest theatres during the past year and a half belongs to Helen Yorke, the charming prima donna appearing this week at the Theatre in Boris Petroff's Publix stage show, "Tick-Tock." This golden-toned vocalist was the first soloist at the Paramount in New York, the Saenger Theatre in New Orleans, the Metropolitan in Houston, the Texas in San Antonio and the Ambassador in St. Louis. Furthermore, Miss Yorke is well known to audiences throughout the Publix Theatres circuit, having appeared in the second of the famous Publix units, "The Dime Museum," and later in "Moonlit Waters."

Born in Maine, Miss Yorke went to New York to cultivate her voice. She has appeared on the operatic and concert stages of that city and of many others in the United States. She studied under the internationally famous Sebastiani in Naples, Italy and on the completion of her studies there sang in many of the leading cities in Europe. On her return to the States she filed an engagement, in Havana, Cuba.

Their Comedy Scored In Big Broadway Hits

Though only together as a team for six months, Bert Frohman and Sid Gary, who have toured the leading theatres of the Keith and Orpheum Circuits, have already won a name for themselves as singing comedians. They appear this week at the Theatre in the Publix stage show, "Tick-Tock," produced by Boris Petroff. Frohman was in the New York company of "Weather Clear, Track Fast," the clever comedy of the race track which Broadway saw early in this now waning season, and Gary appeared for a time with the outstanding Broadway hit, "The Spider."

"ROMAN NIGHTS" Program

PUBLIX THEATRES presents

"ROMAN NIGHTS"

Devised and Staged by

JOHN MURRAY ANDERSON
"Rome, Glorious Rome!"
"City Eternal, City of Dreams!"

(1) BAER AND THE PARAMOUNT STAGE ORCHESTRA

(2) PROCESSIONAL

Dorothy Daenes
Florence Alexander
Olga Solovlova
Cecil Pine
Marie La Vernie
Mina Halle

Solo dance by
ELSA GREENWELL

(3) THE LASSITER BROTHERS

(4) BAER AND THE PARAMOUNT STAGE ORCHESTRA

(5) RITA AND TESKE

(6) M. Senia Gluck's
"ROMAN IMPERIAL BALLET"

(7) RUSSELL AND MARCONI

(8) Final

THE CHARIOT RACE

and

THE BURNING OF ROME

The Entire Company

Settings and costumes designed by

HERMAN ROSSE

Costumes executed by

BROOKS

Horses furnished by

BEN HUR STABLES

General Music Director

NATHANIEL FINSTON

Desert Opera For Burlesque Ballet

Laughs galore are furnished by Senia Gluck's inimitable sextette of dancers, billed as the "Imperial Roman Ballet, in John Murray Anderson's "Roman Nights," presented this week at the Theatre. Former members of the operatic stage, who have won wide acclaim by their dancing in opera circles, their burlesque skit on a ballet is a laugh from start to finish.

Michael Angelo, the smallest of the sextette, whose clever tactics have amused theatre goers in other cities, Roger Dodge, Arthur Mahoney and Abe Istrich danced together in the Metropolitan Opera House in New York City. Arthur Bublitz appeared for a while at the Chicago Opera House and Syd Walsh danced in the original presentation of this sort of burlesque on ballet dancing in Earl Carroll's "Vanities."

QUIT BASE BALL TO WIN GIGGLES

Raining Laughs!



Bayes and Speck

Photo by Nathan

In the team of Bayes and Speck, appearing this week at the Theatre in Boris Petroff's gorgeous Publix stage show, "Tick-Tock," lawyers who are not very successful and baseball players who can't quite make the grade will find two kindred souls who have turned to the stage for their salvation and have made good.

Al Bayes played professional baseball until the first publication of his team's batting average, while Harvey Speck graduated from law school before he discovered that the legal fraternity probably would never miss him. After all, it was a rather lucky break for laugh-lovers when they decided to pool their interest and embark upon a stage career.

"The Assassins of Sorrow," as Bayes and Speck are widely known, have played in the theatres of all of the leading vaudeville circuits where their comedy talk, songs and eccentric dancing have proven sure laugh producers everywhere they have appeared. They were with Paul Ash the jazz king of Chicago, for many weeks and appeared with both the New York and Chicago companies of "The Spider."

Had Dodge Tie-Up

Manager E. R. Rogers tied up with the Dodge agency to exploit Richard Dix in "Sporting Goods" at the Publix Tivoli Theatre, Chattanooga, Tenn.

The Dodge agency placed one of their new models—a Victory Six—in the lobby during the showing of picture and also distributed and paid the printing cost of 5,000 novelty heralds.

"TICK TOCK" Program

PUBLIX THEATRES presents

"TICK-TOCK"

Devised and Staged by

BORIS PETROFF

(1) "THREE O'CLOCK IN THE MORNING"
..... and the
STAGE ORCHESTRA

(2) THE ALBERTINA RASCH GIRLS

(3) BERT FROHMAN AND SID GARY

(4) AL AND GUSSIE BLUM

(5) HELEN YORKE

(6) and the
STAGE ORCHESTRA

(7) "FIVE O'CLOCK TEA"
THE ALBERTINA RASCH GIRLS

(8) Finale
"TICK-TOCK"
Helen Yorke and Entire Company

Settings designed by

CARMINE VITOLO

Costumes designed by

DOLLY TREE

Executed by

BROOKS

General Music Director
NATHANIEL FINSTON

Laugh Team!



Al and Gussie Blum whose hilariously funny dance is one of best features in "Tick-Tock."

Photo by Nathan

Willie Solar!



Popular international comedian who scored such a hit in "Toki Blues" will join "Highlights" in Seattle.

"Tick Tock" Team Wins Laugh a Second

Al and Gussie Blum, whose hilariously funny dance is one of the outstanding hits of Boris Petroff's Publix stage show, "Tick Tock," now playing at the Theatre, appeared for the first time before footlights in San Francisco, their home town.

They have never played vaudeville, but two previous tours of the Publix circuit have made them pretty solid with theatre patrons in most of the big cities of the East and Middle West. For nearly ten months previously they had been featured at Grauman's Egyptian Theatre in Los Angeles and at the conclusion of that engagement appeared in the cabaret scenes of numerous photoplays. Chicagoans were introduced to them in the theatres of Balaban and Katz before they went to New York to start their first tour. Al Blum, an uncle, is a well-known tenor who has appeared in many New York Jewish stage hits.

Gave Sacks of Tea

Manager Fred O. Slenker interested a wholesale house in proposition to advertise both his brand of tea and "Tea for Three" playing at the Publix Garden Theatre, Davenport, Iowa.

The wholesaler furnished gratis 500 sacks of tea, such as are used in restaurants, lunch rooms, etc. Tags attached to the sacks of tea announced the title of picture name of theatre and play date. The sacks of tea were given to ladies upon leaving the theatre several days in advance of "Tea for Three."

EARLY TO BED FOR CHORINES

Dancers In Publix Show Don't Smoke or Fondle Lip-Stick

Rhythmic perfection is personified in the dancing of the sixteen Albertina Rasch dancers who form a beautiful setting for Boris Petroff's lovely and entertaining Publix stage production, "Tick-Tock," playing this week at the Theatre. The dancing groups sponsored by the celebrated Mme. Rasch are known the world over for their grace and psychomotorian ability. At present some of Mme. Rasch's dancing units are featured in many big Broadway productions, notably in two of Florenz Ziegfeld's current productions.

For beauty of face and figure, as well as for dancing ability, however, none of these highly specialized ensembles can touch the unit which is featured in "Tick-Tock." At the conclusion of their first performance at the Capitol Theatre they were greeted with salvos of applause and there have been similar demonstrations wherever they have appeared. Before being sent out from the Albertina Rasch School the girls undergo a long and vigorous course of intensive training.

In the logical belief that perfect health will enhance their dancing ability, Mme. Rasch makes all the girls conform to strict regulations. The girls of "Tick-Tock," it might be said, are always in training. They are not allowed to smoke and must retire not later than eleven o'clock at night. The most unique thing about them, however, in their juxtaposition to the modern girl is the fact that they bar rouge, lip-stick and mascara when not actually working behind the footlights.

BANQUET HELPED

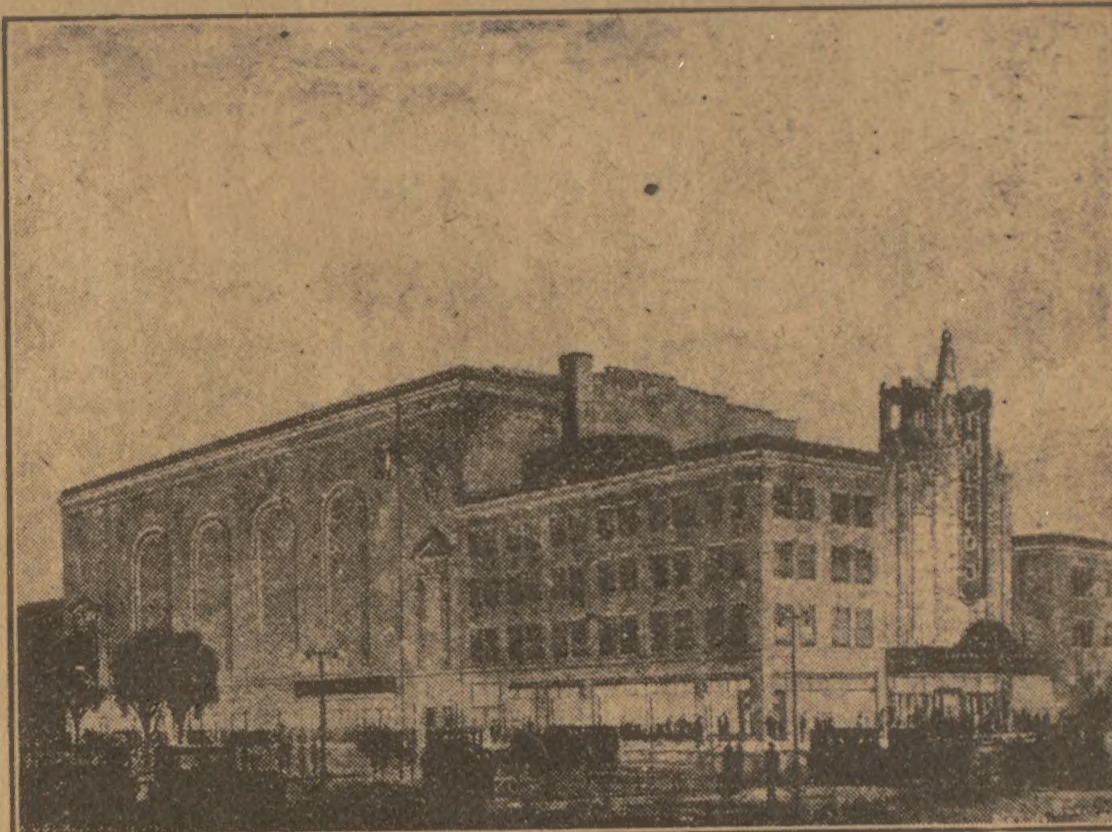
The one big event of the season; namely, the Father and Son Banquet to which every father and son in Greenville was invited enabled Manager Roy L. Smart to get over some splendid advertising for "Sorrell and Son" at the Publix Rivoli Theatre, Greenville, S. C.

Tickets were distributed at this banquet which were good for a free admission to a son 14 years old or younger when accompanied by his father with a paid admission ticket to see "Sorrell and Son."

FORGING NEW LINKS FOR PUBLIX CHAIN!



Before the end of 1928 the Publix chain will be strengthened by two new links; theatres which will vie in beauty, comfort and capacity with the wonder theatres controlled by Publix which now dot the nation. At the left is pictured a model of the Brooklyn Theatre, which is tentatively scheduled to open about next Thanksgiving Day. It will have a seating capacity of 3,500 and will be fashioned after the pan of an outdoor moonlit Italian garden, all within an eleven story commercial building. C. W. and George Rapp, Chicago, are the architects and Thompson Starrett Company the builders.



An idea of the new Publix Theatre which will open in Toledo about next Xmas. Designed by Rapp and Rapp, it will have about 3,500 seats and vie in beauty and comfort with any Publix Theatre in the country.

Radio Memory Stunt For "Student Prince"

Manager Guy A. Kenimer used the radio in a music memory contest for "The Student Prince" playing at the Publix Florida Theatre, Jacksonville, Fla. Most managers aren't always successful in tying up with a radio station but Kenimer's organist makes a habit of broadcasting one hour each Monday night so everything was in his favor.

The newspapers announced in advance that on the Monday night before play date the regular Florida Theatre broadcasting hour would be featured with six selections from "The Student Prince." The article went on to say, to the first hundred who remembered these numbers and listed them in the order they were played and send them in to the theatre would each receive two passes.

ADS FOR YOUR TICKLER FILE

Following up the article which was published on the Tickler File in Publix Opinion of last week, the Home Office has distributed five subjects, important enough to be catalogued in the manager's Tickler File for permanent keeping and frequent reference.

These subjects are as follows:

New Ford Tie-Up—To be filed under 'F'-Ford and 'A'-Automobiles.....Memo. No. 868.

Lobby Displays—Incidentally "Rose Marie"....but the memorandum should be filed under 'L'-Lobby Displays and 'P'-Presentations. The presentation caption as a sub-heading proves a valuable reminder, as an aid in cueing many other pictures inspired by successful operations.....Memo. No. 866.

Cooperative Advertising—Incidentally refers to "The Gaucho." In the Tickler File this memorandum should be classified under "Cooperative Advertising," also Ad Coloring Contest. The suggestions lends itself to innumerable attractions to come—Memo. No. 864.

Treasure Hunt—Incidentally "The Gaucho," this Treasure Hunt memorandum informs the best method of using the Treasure Hunt idea for exploitation purposes. It should be filed for permanent reference under 'T'-Treasure Hunt.....Supplement No. 861.

Vitaphone—Merely the first of a series of advertising aids, to be issued re Vitaphone. Make yourself a new division in the Tickler File captioned Vitaphone, and file this memorandum for permanent reference....Supplement No. 859.

She Told 'Em Why

Manager Raymond B. Jones used two stunts for "Gentlemen Prefer Blondes" at the Publix Worth Theatre, Fort Worth, Tex.

One of these stunts was the straw vote on the question, "Do Gentlemen Prefer Blondes?"

The other stunt was a young lady—a character-analyst who had a special booth on the mezzanine floor, explaining to women patrons "just why gentlemen preferred blondes."

"Gaucho" Got Break Thru Hotel Tie-Up

Manager Sidney Dannenberg arranged a tie-up with a local hotel whereby the hotel's spacious ball room was the scene of a "Gaucho" ball. This was put on in connection with the exploiting of Douglas Fairbanks in "The Gaucho" at the Publix Alabama Theatre, Birmingham, Ala.

The invitations were limited to members of the Council of Clubs, a dance organization comprising over 500 young Birmingham folk—and the College fraternities.

A printed invitation on a card was sent to each member of both organizations together with a letter on the theatre letter-head stationery telling them about the Gaucho ball and that loving cups would be awarded for the best costumes impersonating Douglas Fairbanks as the "Gaucho" now showing at the Publix Alabama.

SONG HIT FOR "SPEEDY"

A new song hit, "Speedy Boy," has been tied up with Harold Lloyd's new picture. "Speedy Boy" will be used as the love theme in the music cue for "Speedy." Soon you'll hear it on the air, on records, and played by dance bands everywhere. Following are the words:

There's a street, where you'll meet;
Faces that smile—
Down in our neighborhood.
Come with me, and you'll see
Why they all smile.
It's just a boy there,
Who's spreading joy there.

CHORUS

How we love him,
Sunny skies smile above him—
Wonderful lad, is Speedy Boy.
Jim and Sally,
Every kid in our alley—
All of 'em mad, 'bout Speedy Boy!
There's welcome, on ev'ry mat
In each humble flat,
No matter where you find him,
You'll find joy.
How we praise him,
Trouble and care don't faze him—
Wonderful lad—is Speedy Boy.

Three cups were purchased on which appeared the following copy, "The Douglas Fairbanks Cup—for the best Gaucho costume. Presented by the Alabama theatre and the Tutwiler Hotel." One of these cups was presented to the best costumed girl and the other to the best costumed boy. The other cup—the biggest of the three was presented to the persons doing the best GAUCHO tango.

Larry Cowen, the Advertising Manager of the Alabama theatre personally made a speech at the college to over 900 students about the GAUCHO ball and also visited a country club dance to make a speech on the same subject to members of the Council of Clubs.

The ball was a huge success; over 500 people attending. Stories appeared daily in the papers for a week prior to the affair and the cups were on display a week in advance on the cigar counter of the Tutwiler Hotel.

A co-operative tie-up with one of the local department stores resulted in that store running an ad in the paper about the picture and details of a contest. A picture of Fairbanks' head appeared in the paper with a large scarf around his neck. The scarf was an outline and contestants were asked to design and color the scarf. The winner of the contest received a scarf that was on display in the window of the store.

This store also featured its window display with a complete set of stills from the picture, copy on cards about the contest, the scarf to be given to the winner and other scarfs of various designs—and cards carrying copy about the picture.

EFFECTIVE DISPLAY CARD

THE LATEST ENTERTAINMENT
FROM THE PALACE THEATRE
DALLAS, TEXAS

PALACE PICTORIAL

EXPOSED!—After 2700 Years' Silence! "The Private Life of Helen of Troy," a \$1,000,000 film based on John Briston's scintillating story, reveals the "low-down" on the world's first super-witch! Her love, hate, and "Helen"!

OTHER PICTORIALS TOO!
The whole 22 performance
"The Private Life of Helen of Troy" and
"The Love of the Queen"

The above is a copy of "Palace Pictorial," a window card devised by Raymond Terranella of the Palace Theatre, Dallas, for the exploitation of each week's program. The pictorial is placed in a frame, which is usually bracketed advantageously in a window. In drug stores, groceries and other localities where people are accustomed to reading news pictorials, the Palace sheets have proven popular. This is a worthwhile stunt which might be used to advantage around the circuit.

Sell Your
Stage Show

Publix Opinion

Send Us
Your Stunts

Vol. II.

Publix Theatres Corporation, Paramount Building, New York Week of March 5th, 1928.

No. 15

You Know What Publicity Will Do For You! What Are You Doing For Publicity?

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of

PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

JOHN E. MCINERNEY, Editor

Contents Strictly Confidential.

SPECIAL CORRESPONDENTS

Lem Stewart.....Home Office, New York City
Sam Palmer.....Home Office, New York City
Russell B. Moon.....Paramount Theatre, New York City
Ben Serkovich.....Home Office, New York City
Henry Spiegel.....Home Office, New York City
Jack Shelley.....Olympia Theatre, New Haven
Vernon Gray.....Metropolitan Theatre, Boston, Mass.
John McGrail.....Metropolitan Theatre, Boston, Mass.
C. B. Taylor.....Shea's Buffalo Theatre, Buffalo, N. Y.
Oscar Doob.....Michigan Theatre, Detroit, Mich.
Art Schmidt.....Michigan Theatre, Detroit
Ace Berry.....Indiana Theatre, Indianapolis, Ind.
W. K. Hollander.....Chicago Theatre, Chicago, Ill.
Lloyd D. Lewis.....Chicago Theatre, Chicago, Ill.
Bill Pine.....Chicago Theatre, Chicago, Ill.
John Joseph.....Chicago Theatre, Chicago, Ill.
Dave Lipton.....Chicago Theatre, Chicago, Ill.
Reeves Eppy.....Ambassador Theatre, St. Louis, Mo.
Harry Watts.....Riviera Theatre, Omaha
Nate Frudenfeld.....Capitol Theatre, Des Moines
Lou Goldberg.....Denver Theatre, Denver, Colo.
Robert Hicks.....Palace Theatre, Dallas, Texas
Robert Kelley.....Texas Theatre, San Antonio, Tex.
Raymond Jones.....Worth Theatre, Fort Worth
Bud Burmaster.....Metropolitan Theatre, Houston, Tex.
Sidney Dannenberg.....Alabama Theatre, Birmingham, Ala.
Jack Meredith.....Saenger Theatre, New Orleans, La.
Jack Chalmers.....Howard Theatre, Atlanta, Ga.
Sam Rubin.....Loew's Palace, Washington, D. C.
Howard Kingsmore.....Century Theatre, Baltimore, Md.
Wallace Allen.....Loew's U. A. Penn., Pittsburgh, Pa.
Hal Oliver.....Midland Theatre, Kansas City, Mo.
James Loughborough.....Metropolitan, Los Angeles, Cal.

Artists' Cooperation

In the exploitation of a stage attraction a very important asset is the cooperation of the performers. In this respect Publix is fortunate. Despite the fact that many of the artists who appear in Publix stage shows have little time to spare outside of their active stage work they are at all times willing to work hand in glove on any special stunts which may aid in the exploitation of their unit. Willie Solar, for instance, is always ready to devote any amount of time in cooperating on publicity stunts. Tommy Lomas of the Lomas Troupe is another willing worker on exploitation stunts as are David Rubinoff, of the unit "Gems"; Alfred Latell in "Galloping On"; Moore and Powell, of "Hula Blues"; Dorothy Berke, of "Hayana"; Drena Beach, of "Hula Blues" and many others. These are only a few of the artists appearing in Publix stage shows who are willing to devote their time and energy to any special campaigns which will help in boosting the units. Not only will they work with you on stunts but often they will offer publicity ideas of their own which will be found of great value.

Admission Prices

In most larger theatres it is always a good plan to run the admission prices regularly in the newspaper advertising.

Sometimes it becomes necessary to increase prices. If the habit of putting the admission price list in every ad is formed, an increased admission price can be put in the ad and the theatre is covered against the objection of patrons who come up to the box office and find they have to pay more money. The theatre can then state truthfully that the admission prices were advertised.

If the admission prices are not regularly used in the ads it is a tough matter to handle in advertising.

Art of Staging Overture Shows

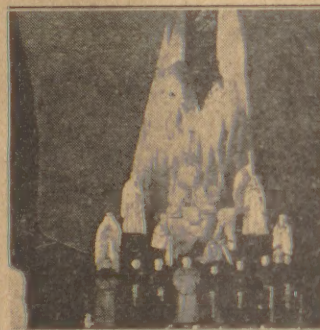
NOTE: From time to time Publix Opinion will give the details of Overture Productions staged at Paramount Theatre, N. Y. You may find these useful in building special stage attractions.

"Mephisto"

(Running Time—12 Minutes)

The classic Spirit of Evil in Goethe's "Faust" was interpreted in various moods and tempos by the French masters, Gounod and Berlioz, and the Italian composer, Boito. The Gounod "Faust" presents the conception of the lyricist and balladist; "The Damnation of Faust," by Berlioz, the faultless instrumentation of the master technician; while the interpretation by Boito, in "Mefistofele," more "showy" than the others, is essentially the creation of the dramatist.

This production overture consists of an orchestral rendition for



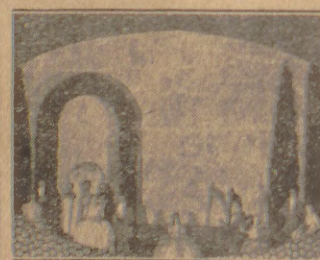
about the first six minutes based on music from the Boito Mefistofele," the Gounod "Faust" and "The Damnation of Faust," Berlioz. A violin solo by the concert master is a feature of the orchestral rendition.

A stage production helped build up the finale. In scene No. 1 the bass soloist, representing "Mefistofele," stands on the rock. Photograph No. 2 shows the ensemble representing the force of Good which triumphs over the "Spirit of Evil."

"Chopin Melodies"

(Running Time—10 Minutes)

This overture production was done in three scenes. First the coloratura soprano was featured alone. In the second scene the vocal ensemble and coloratura so-



prano are used, and in the third scene, a tableau with the ensemble are disclosed, all to the accompaniment of melodies by Chopin.

"Polonaise Militaire," "Valse Opus 64 No. 2," "Ecosaise Opus 73 No. 2," "Fantaisie Impromptu," "Maiden's Wish," "Butterfly Etude," "Valse E Minor," and "Nocturne E Flat" were used.

The Photo illustrates scene No. 2 showing the double quartet. The tableau of Scene No. 3 takes place back of the drop screen.

WHIRLING AROUND THE PUBLIX WHEEL

RAY TEAL, formerly personality leader at the Howard Theatre, Atlanta, opened in a similar capacity at the Paramount Theatre, New York, this week with the Partington show, "Hula Blues." Tom McCluskey takes Teal's place at the Howard.

WILLIE SOLAR, who scored such an emphatic hit in "Tokio Blues," will join the stage unit "Highlights" in Seattle next week. Willie, whose gags and songs have made theatre goers laugh all the way round the world, is all set to wow them along the West Coast.

CHESTER STODDARD, whose charming personality had won a host of friends during his regime as Assistant Manager of the Paramount Theatre, New York, has been transferred to Minneapolis as Manager of the new Minnesota Theatre in that city. He is succeeded at the Paramount by Major Alton Jones.

ALEX HYDE will step into the role of master of ceremonies at the Portland Theatre, Portland when that new Publix house throws open its doors next week.

SANDRA RATTI, beautiful little dancer from Milan, will be making her first appearance in this country next week when she joins the cast of "Dancing Feet" in Cleveland.

HAL OLIVER has replaced Charles Winston as publicity and advertising director for Loew's Midland Theatre, Kansas City.

JACK CHALMAN is publicity director of the Howard Theatre, Atlanta, replacing L. Furman.

BEN SERKOWICH of the home office was seen streaking along Broadway this week with a grip and a brief case bound for the general direction of Atlanta, Birmingham and other points South. Ben will be away about two weeks on the business of staging special exploitation stunts in cities on the lower end of the wheel.

ROUTE OF PUBLIX UNITS FOR WEEK BEG. MAR. 10TH

Vol. II, Publix Opinion

City	Theatre	UNIT	*P. O. No.
New Haven	Olympia	Hey Hey	Coming
Boston	Metropolitan	See Saw	Coming
New York	Paramount	Galloping On	Coming
New York	Capitol	Hula Blues	14
Washington	Loew's Palace	Roman Nights	This Issue
Baltimore	Loew's Century	Dixieland	12
Pittsburgh	Loew's Penn	Taka Chance	13
Syracuse	Loew's State	Steps & Steppers	13
Buffalo	Shea's Buffalo	Gems	14
Detroit	Michigan	Milady's Fans	11
Cleveland	Loew's Allen	Fast Mail	13
Indianapolis	Indiana	Dancing Feet	10
St. Louis	Ambassador	Hayana	9-6-12
Chicago	Chicago	Blue Plate	8
Chicago	Uptown	Treasure Ships	7-5-10
Chicago	Tivoli	Arabian Nights	Coming
Chicago	Norshore	Mikado of Jazz	Coming
Chicago	Harding	Hands Up	Coming
Chicago	Senate	Merry Widow Revue	4-12
Seattle	Seattle	High Lights	5
Denver	Denver	Marchin On	4-8
Omaha	Riviera	Rainbows	9
Des Moines	Capitol	Cabaret Capers	Coming
Kansas City	Loew's Midland	Leap Year Fancies	15
Dallas	Palace	Steppin High	Coming
Fort Worth	Worth	Listen In	Coming
San Antonio	Texas	Jazz Grab Bag	12
Houston	Metropolitan	Moonlit Waters	Coming
New Orleans	Saenger	Shadowland	2
Birmingham	Alabama	Florida	1
Atlanta	Howard	Dancing Brides	Coming

*Indicates the issue of Publix Opinion, Vol. 2, in which data on that particular stage production is listed.